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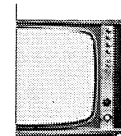
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First Wine in a Box, Now Wine in a Can? Agency promotion puts Beaujolais in paint packaging By David Gianatasio

April 9, 2014, 1:25 PM EDT

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Raise your brushes and rollers to toast Lithuania's McCann Vilnius, which recently packaged France's famed Beaujolais Nouveau in limited-edition paint cans for a fun self-promotion.

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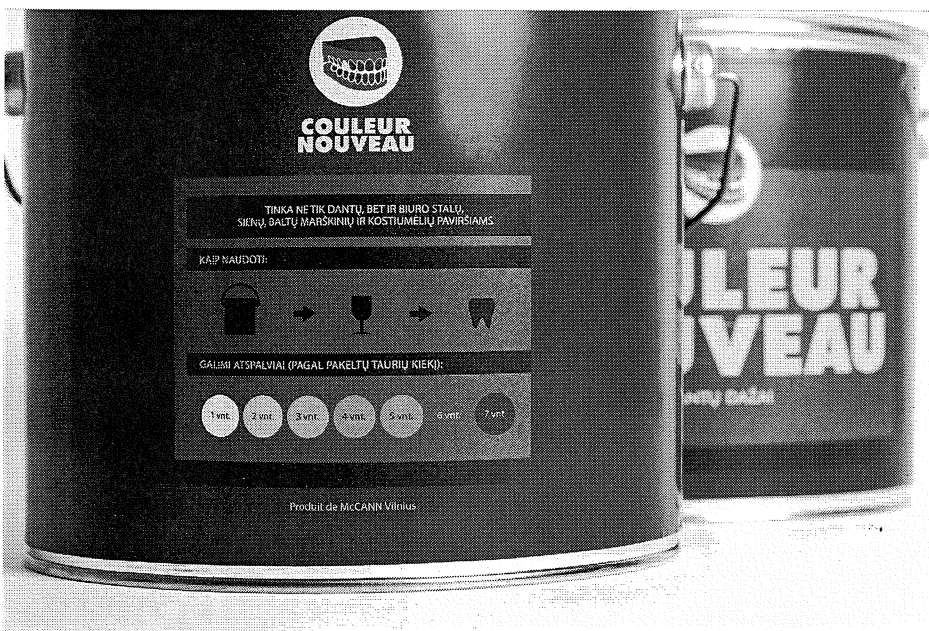
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Headed for
Catastrophe in

McCann says it wanted to show clients "that we are constantly reinventing ourselves and looking for a fresh perspective."

The creative concept began with a discussion about how the annually anticipated Beaujolais stains drinkers' teeth and lips purple. So the paint cans include a color chart showing how much you'll need to drink to achieve a specific hue.

For the promo, bags filled with wine were placed inside the tins, so there's no fear of a metallic taste. If you're in Lithuania, pick up a few when you head out to paint the town red!

Via Design Taxi.



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abird • 6 days ago

Clearly an 'amazing idea' whilst out drinking... Some things are best left in a bottle.

3 ^ ▾ • Reply • Share ▸



akrokdesign • 7 days ago

it's box wine in a paint can. *facepalm*

2 ^ ▾ • Reply • Share ▸



Plasma Mongoose • 6 days ago

Somehow I don't believe that champagne would sell anywhere near as well in paint can form.

^ ▾ • Reply • Share ▸

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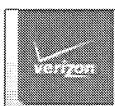


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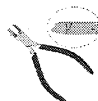
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Wine in a Paint Can? Yes, Really!

April 18, 2014

By JOANNA PRISCO via **GOOD MORNING AMERICA**

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5 Comments



The McCann Vilnius ad agency in Lithuania came up with an unexpected vessel to feature the Couleur Nouveau vintage in -- a purple paint can.

McCann Vilnius

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Killer Lived in Her Home
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Beaujolais Nouveau has long suffered an unflattering comparison to paint thinner for its bright, cidery aromas that fly in the face of soft, juicy Merlot or peppery Cabernet Sauvignon.

But a European ad agency has turned that association on its head with some striking new packaging -- a paint can, of course.

READ: Fifty Shades of Grey Wine Destined to Be Guiltiest Pleasure Ever

Each year, McCann Vilnius, the oldest ad agency in Lithuania, creates a limited-edition packaging design for the latest Beaujolais Nouveau vintage. For 2014, the agency chose to wink at the fact that too much red wine can stain one's teeth and released "Couleur Nouveau" in a purple paint tin.

READ: Wine Champions 'Victory' for Hillary Clinton

A color chart on the back of the can even indicates the shade your teeth will turn depending on how many glasses of wine are consumed.

But with the stunt-marketing vessel only available in limited quantities, many may purchase them for sheer conversation pieces rather than actually imbibing.

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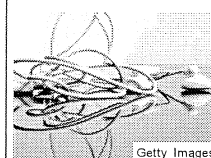
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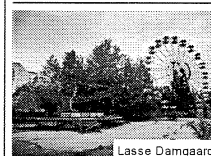
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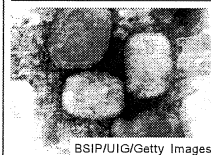
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wryview • 3 months ago

What's so unique about this? A winery in our area has put wine in paint cans for years.

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RRGreg → wryview • 3 months ago

I saw it, that's cool!

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The wine is pretty good too.

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Really?

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AndrewSmithPDX • 3 months ago

Referencing wine with paint sounds like a bad marketing idea. I guess it is for people who like paint thinner quality wine. To each his own.

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